



Digital Content Strategist

Adelaide Chamber Singers is currently seeking expressions of interest for the role of Digital Content Strategist.

The Digital Strategist will be engaged as an independent contractor for a fee of \$15,000 per annum (\$30,000 in total) until the end of 2023 and will be responsible for managing working hours appropriately as the projects demand.

Submit your Expression of Interest (or any initial queries) to Business Manager, Jo Pike: business@adelaidechambersingers.com including a current resumé/CV and a written EOI addressing the selection criteria (maximum two pages) by 5pm on Thursday 14 April, 2022.

Job & Person Description 2022-2023

Amid the disruption caused by COVID-19, Adelaide Chamber Singers abandoned international touring and accelerated plans to not only investigate making and presenting art in the digital space, but to embed digital into our business operations, our marketing strategies and our audience engagement and outreach.

New Artistic Director, Christie Anderson, with the full endorsement of outgoing, and now Conductor Emeritus, Carl Crossin, has expressed a strong desire to embrace the digital content space, but like many small arts organisations, we need to look for expertise outside our current team.

To this end, ACS will appoint a Digital Content Strategist on the basis of \$15,000 per annum for two years to work alongside our small Executive Team.

The right person will demonstrate a sensibility toward choral and chamber music that enables them to work collaboratively with the ACS team to safeguard the integrity of ACS work, whilst presenting it in a way that is accessible and appealing to audiences both existing and new and to be open-minded and responsive as we assess our options, devise a digital strategy for the future, and start to realise our aspirations.

ACS has been funded to participate in the Australia Council's three-month Digital Strategist-in-Residence program between May and August 2021 and will require the Digital Content Producer to participate alongside other members of the team.

The Digital Strategist will join ACS' small management team which consists of an Artistic Director, supported by an Admin and Marketing Manager (0.3FTE), and a Business Manager (0.2 FTE) working independently. The position will report directly to the Artistic Director to ensure the Digital Strategy that emerges is at all times artistically led, but endorsed by the Executive.

Whilst the aim is to keep the program flexible and responsive, ACS has set aside funds (in addition to the Digital Strategist fee) for the Digital Strategist to:

- Support the Artistic Director to:

- develop high end artistic product for digital platforms as part of our core output—live streaming or on demand
- work with our cross-artform industry partners in the development of new music commissions for the digital space
- develop a greater understanding of the potential of digital platforms
- maintain the integrity of ACS artistic product, while enabling us to push the boundaries
- open up ACS to the world as a choral leader through behind the scenes digital content—live online rehearsal sessions, interviews and forums—to expand our reach and to draw younger people into the ACS way of music-making
- develop ‘pitch packages’ and a store of online content for bespoke presentations to Australian and international festival producers
- develop an internal digital resource and online meeting hub especially to keep us operating at times when close contact training is restricted including advice on investment and operation of new equipment and software
- Devise a plan for the upload and public release of ACS’ substantial catalogue of recorded works, both video and audio, and any additional digital content required to be produced to maximise their impact.
- Work alongside the Executive team to:
 - devise a digital strategy for the organisation for the next four years
 - embed digital content and practices into our operations within the budgets allocated
 - devise digital marketing and audience engagement strategies for the short and medium term
 - produce digital content across both artistically directed projects and audience engagement, working with our existing professional video/audio team when high quality outcomes are required
 - manage a research program to determine current audience expectations and changed modes of engagement and provide input into ACS’ Marketing Plan
 - engage our artists directly with our audience through digital platforms
 - assist with migration from hardcopy scores to digital including tablets for singers and a suitable online storage system
- Work with the ACS Board to:
 - participate in ACS’ upcoming Strategic Planning process
 - investigate medium-to-long-term strategies for generating income from digital platforms
 - identify ways to use digital platforms to assist the board with fundraising